



RURALIZATION

RURALIZATION

The opening of rural areas to renew rural generations, jobs and farms

D2.5 Grassroots events report



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¹ PU= Public, CO=Confidential, only for members of the consortium (including the Commission Services), CL=Classified, as referred to in Commission Decision 2001/844/EC

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Acronyms & Abbreviations

CO	Project Coordinator
EC	European Commission
EU	European Union
GA	Grant Agreement and General Assembly
WP	Work Package
T	Task
D	Deliverable
Project partners	
TU Delft	TECHNISCHE UNIVERSITEIT DELFT
TdL	TERRE DE LIENS
ILS	ILS - INSTITUT FÜR LANDES- UND STADTENTWICKLUNGSFORSCHUNG GGMBH
XCN	XARXA PER A LA CONSERVACIÓ DE LA NATURA
UWr	UNIwersytet Wroclawski
Shared Assets	SHARED ASSETS LIMITED
MTA	MAGYAR TUDOMANYOS AKADEMIA TARSADALOMTUDOMANYI KUTATOKOZPONT
KultLand	KULTURLAND EG
UNICAL	UNIVERSITA DELLA CALABRIA
CE	CONSULTA EUROPA PROJECTS AND INNOVATION SL
CNRS	CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE
Pro Vértés	PRO VERTES ZARTKORUEN MUKODONONPROFIT RESZVENYTARSASAG
UNIDEB	DEBRECENI EGYETEM
Landg	DE LANDGENOTEN
UTU	TURUN YLIOPISTO
NUIG	NATIONAL UNIVERSITY OF IRELAND GALWAY
EcoRur	ASOCIATIA ECO RURALIS-IN SPIRIJINULFERMIERIL OR ECOLOGICI SI TRADITIONALI

1 Executive Summary

This document reports Deliverable D2.5 of the RURALIZATION project. The objective of the deliverable is to report on the actions carried out so far on the planification, organization and implementation of the grassroots events. These events are envisaged in T2.6 of WP2 – Dissemination and Exploitation of the GA. As indicated, one grassroots event will be organized in each partner country involved in the project consortium during the project lifetime, thus resulting in a total of at least 12 grassroots events.

The grassroots events aim at being developed through more modern formats than those typically used in European projects (e.g. photo exhibitions, street events or rural nights), since it is pursued to mainly attract and involve young rural people who can learn about the project and its findings, but above all, who can establish networks and create synergies with the rest of the farmers in the region as well as the rural community for potential sustainable economic opportunities.

The organization of the grassroots events will look for synergies with other organizations, projects and/or initiatives outside the consortium to increase the visibility of the action and boost the impact and effectiveness of the events. Some of these organizations at EU level include Rural Youth Europe, MIJARC Europe or National Federation of Young Farmer's Club, amongst many others as well as European networks, such as SALTO-YOUTH or Global Youth Action Network, for instance.

Partners responsible for the organization of the grassroots events (section 2.2 – Case studies and grassroots events) determined the type and format of the event, following the general guidelines in section 2. The indicative dates on which the events are planned to be organized can also be found in section 3. Most of these dates were pushed to autumn 2020 to autumn 2021 due to the current global COVID-19 crisis, given the impossibility of holding physical events. Depending on how the situation evolves, partners might have to consider alternative formats. For this reason, the guidelines include a section (section 2.8 - Addressing COVID-19 limitations: Online events as alternative to physical events) presenting different formats and tools to support partners in organizing their events online. In fact, the first grassroots event, organized on September 15th 2020, was held virtually. Section 4 reports on the details of the event, named '1st Grassroots event: Webinar on impact of COVID-19 on young people in EU rural and urban areas'.

2 Grassroots events guidelines

This section provides general guidelines and tips to support partners in planning, organizing, carrying out and evaluating the grassroots events.

2.1 Objective of the grassroots events

Grassroot events differ from more classical or traditional types of events organized in European projects, such as conferences, workshops, etc. These types of events aim at creating an impact on the local communities in which the events take place. Grassroots events should thus serve to engage and interact with the local community, encourage a sense of cohesiveness within this community, while at the same time engaging at least some of their members with – in our case - the work of RURALIZATION.

Grassroot events may also have certain educational or awareness-raising values. For instance, in our case those might serve to inform young adults in the local communities about EU policies, the existence of researchers and other practitioners working to support and improve policies affecting rural areas.

Grassroot events also showcase different members of local communities, being individuals or organizations, some being involved in farming and agriculture or simply living in rural areas. It is particularly important that organizing partners keep in mind how their event might benefit the local community in the rural area, even if the specific objectives of RURALIZATION grassroots events are directly related with the project objectives, which are defined as the following:

- To present RURALIZATION, its objectives, activities and expected results.
- To present the case studies selected in T3.8, in particular the ones selected in the country where the grassroots event will be organized.
- To engage key stakeholders in the region, with special focus on European youth representing the new rural generations.
- To promote youth participation and interaction between young farmers.
- To gather inputs and insights from the youth regarding the project objectives and results, as well as the activities that are yet to come.
- To disseminate the project and contact key stakeholders in the region for future activities (other meetings, etc.).

2.2 Case studies and grassroots events

The grassroots events focus on young adults and partners are invited to relate them to the WP5 case studies identified in T3.8 (see Table 1) and the confrontation of results with other regions. They also promote youth participation and interaction between young farmers from other areas, which will strengthen dissemination amongst new generations. In this sense, grassroots events are a good starting point for stakeholder engagement.

According to the EC2, youth is defined as the total number of young people in the age-groups 15-19, 20-24 and 25-29. RURALIZATION consider young adults as those aged within the groups 20-24 and 25-29.

Partners responsible for the organization of the grassroots events in each country involved in the project consortium have been selected according to the workload in WP2. The table below shows the partner countries involved, the case studies selected for each country and the project partner that will be responsible for the organization of the grassroots event in their home country. These project partners may decide if their events will be organized on the topics of the WP5 case studies and, in case, they will decide on which case study/studies their events will be based.

Consulta Europa organized the first grassroots event (Section 4 of the present document, 1st Grassroots event: Webinar on impact of COVID-19 on young people in EU rural and urban areas) that has served as an example for the other partners, and will organize a photo exhibition by January/February 2021.

Table 1. WP5 Case studies to be related to the grassroots events

Country	Case Studies Selected	Partner responsible of organizing the grassroots event
Ireland	Remote Work and Re-location to Rural Areas	NUIG
	Maximising Organic Production Systems	
	Succession Farm Partnerships	
Poland	Martynika Farm	UWr
	Artystyka	
	Cydr Chyliczki [Chyliczki Cider]	

² (2011). Commission Staff Working Document on EU indicators in the field of youth. Accessible on https://ec.europa.eu/assets/eac/youth/library/publications/indicator-dashboard_en.pdf

Netherlands	Redeveloping empty, outdated farm stables and factories in rural locations for commercial purposes	Tu Delft
	Cultural festivals in the countryside	
	Community-owned farms	
Italy	Associazione "Casa delle AgriCultura - Tullia and Gino" and Casa delle Agriculture Soc. Agricola Coop	UNICAL
	Castel Del Giudice	
	Successors in small-medium farms adopting agro-ecological approaches and re-using autochthon crops/indigenous breeds	
France	Intentional diversification of the ecosystem of agricultural stakeholders with the support of SAFER and of a multi-stakeholder coordination body (APPVPA) on the scale of the Versailles plain	TdL
	Reinventing farm installation and farm work: innovative collectives take root in France	
	A renewal of the local development policy: networking beyond institutions by people who "recognize themselves" for encouraging the development of new activities responding to new needs and changes in the context	
	Articulate farm transmission to young newcomers oriented toward agroecological practices through innovative agricultural education	
Germany	Gut Wulksfelde GmbH	KultLand
	Lindenhof Rohrlack	
	Landwege eG	
	CSA Hof Pente	
Spain	Cultures Trobades: fostering Agrobiodiversity and Local Food Cultures in Catalan Western Lands	XCN
Finland	Rural Professions Association in Northern Savo	UTU
	Come Home projects I and II	
	Vital agriculture and forestry in Uusimaa region	
Hungary	Dr. Krisztina Pocsai and other farmers in Szabolcs-Szatmár-Bereg County	MTA
	Dávid Deilinger	
	Newcomers artisans	
	Wine community for Mor Wine region	
Belgium	Farm diversification at succession	Landg

	Community-owned farms	
UK	FARMSTART Network	Shared Assets
Romania	No case studies selected	EcoRur

2.3 Target groups and formats

The events are focused on one key target group: European young adults in rural areas. For each event, an average number of 20 - 30 attendants is expected.

In order to attract potential attendants, the organizing partner needs to organize either a pleasant event or a more “productive” type of event during which attendants receive relevant information/advice, etc. **The ideal combination is “duty and pleasure” within the same event!**

For this reason, even if the main target group are young adults, organizers might consider to involve other types of actors, which might represent networking/business opportunities for young adults in rural areas, such as farmers, farming and other agricultural support organizations, etc. or which can provide support and solutions to specific issues, such as policy makers, researchers, service providers, etc.

2.4 Synergies and partnerships

Before starting to plan the type of event and setting a date, organizers identify other events and/or other organizations to cooperate with. Synergies are in fact very helpful when it comes to:

- Reaching a larger audience
- Saving costs
- Increasing visibility
- Setting the basis for future partnerships

Thus, a quick research is being made to identify events, which will be organized in the same area during the next months. Those can include:

- Local fairs (including touristic fairs, traditional celebrations, etc.)
- Local markets or gastronomic fairs with local producers
- Other types of cultural or artistic events

It is also recommendable to contact the following type of organizations to check if the grassroots events might be organized in conjunction with any of their already planned events:

- Local Action Groups
- Local Rural Associations
- Municipality/province

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Organizers can also consider establishing synergies with European rural youth related organizations, by checking regularly if any events are going to be hosted in their country and if they might be interested in a collaboration.

Table 2. EU rural youth organisations

Network/Organisation	URL	e-mail contact
Rural youth Europe	www.ruralityoutheurope.com	office@ruralityoutheurope.com
MIJARC Europe	www.mijarceurope.net	office-europe@mijarc.info
Youth networks	www.youthnetworks.net	youthnetworks@youthnetworks.net
European Youth Network for Creativity and Innovation	www.eyncrin.net	eyncrin@abv.bg
European council of young farmers: CEJA	www.ceja.eu	info@ceja.eu
National Federation of Young Farmers' Clubs	www.nfyfc.org.uk	post@nfyfc.org.uk
European Youth Forum	www.youthforum.org	youthforum@youthforum.org

2.5 Common elements of grassroots events

Grassroot events are different from other events as they aim at getting **more active contribution by the local community**. Contribution may occur in different ways: providing a physical space for the event, participating in an activity (e.g. in a contest, or with a stand at a fair, or with pictures for a photo exhibition, etc). The idea is that at least part of the attendants will have collaborated or contributed to the organization of the event in some way, to feel that they have made a valid contribution to the local community.

All grassroots events need **to address a specific topic**. The organizing partners might determine the topic regarding to:

- the topic address of the case studies (or somehow related to that).
- a specific need which characterizes the area and young adults of that area.
- a new legislation/innovation/success/event which will affect the local community during the upcoming months.

All grassroots events need to be planned well in advance. Organizers need to start to design their event at least 3 months in advance and be able to publicize it 1 month in advance (which means that the topic, title, date and venue will have to be defined at least 1 and ½ months in advance).

Organizers are asked to remember to take pictures of the event. To comply with privacy regulations, they are invited to check section 2.10 on Reporting and Data Protection Regulation.

2.6 Type of grassroots events: specific event-related directions

2.6.1 Workshop

It is recommendable to select a specific workshop format, if clear inputs and feedback need to be collected by the attendants. Thus a calm and organized environment is suitable to present and discuss data/information.

Workshops usually last half a day or up to an entire day. If, as expected, around 40 people are involved, groupwork would need to be organized, which might require some additional physical space.

The steps to follow for the organization of a workshop are:

2.6.1.1 Define the objectives

Every workshop must have clear objectives. Those must be transparent for the organizer as well as for participants, in order to lead the discussion towards concrete results. It might be helpful to consider indicating concrete outcomes/results (for instance: proposals of X number of concrete solutions to a specific problem; ranking of solutions; recommendations; etc.).

2.6.1.2 Decide who will attend

At this step, the organizer should decide if she/he would like to invite other types of attendants, in addition to young adults (local policy makers, researchers, farmers, etc). It has to be considered that dialogue among people with different backgrounds will need to be facilitated, and that the use of some ice-breaking games/techniques might be helpful.

2.6.1.3 Choose the right location and think of the equipment

Depending on the number of attendees, different spaces and types of equipment will be needed. The organizer should also consider space for breakout sessions, as well as the possibility to display video projects and audio content (e.g. microphone).

As for the space, it is suggested to get in touch with public entities (municipality, library, gym, etc). A projector and a microphone can be easily rented in case they are not locally available.

2.6.1.4 Create an agenda

Event organizers set the agenda considering:

- A time slot to present RURALIZATION (10-15 minutes).
- A time slot to introduce the topic to be discussed (30-45 minutes).
- An explanation of the aim of the workshop and the division of the workload. This part can be organized as a round table with questions from the public or by working in groups, etc. (10 minutes).
- 1-2 time slots per workshop (1 hour per session).
- The concluding presentation (30-45 minutes). The final part should contain an e-mail address or publications of the organization's website, or of the RURALIZATION website, etc.

2.6.1.5 Assessing the quality of the workshop

Organizers create a questionnaire to be completed by all participants at the end of the event, in order to give them the opportunity to share their opinions on the workshop.

2.6.1.6 During the workshop – Getting people involved

Getting everyone involved is the key to a successful workshop. Below some recommendations are listed:

- Avoid long presentations; this is a workshop, not a lecture!
- Consider difficulty of speaking in public for some people (organize rather smaller groups).
- Mix up different types of people in each group. By encouraging people to interact among themselves, they can learn to look at things from different perspectives.
- Determine how you will record the ideas from each group. Appoint a “secretary” or “rapporteur” for each group.
- Consider contracting a facilitator in case organizers do not feel comfortable with this task.
- If possible, avoid holding your workshop after lunch. For many people, this is their slowest, most unproductive time of the day. Your group will probably be more energetic, if you schedule the event in the morning or late afternoon.

2.6.2 Photo exhibitions

Photo exhibitions are useful to showcase and illustrate:

- Specific challenges.
- Results of the project or development of project activities.
- Experiences of individuals/ a community.

The steps for the organization of a photo exhibition are:

2.6.2.1 Define the aim and a theme for the exhibition

The organizer defines which of the three aims listed above is the exhibition target. After that a specific theme should be defined. The theme should sound appealing, be as specific as possible and have a direct connection with the local area. Once the theme is selected, the event should be named. A catchy title is always good for generating attention among the masses.

2.6.2.2 Set the date and the format of the event

In this step, the organizer should fixate a date for the event: he/she should make sure not to schedule it on a public holiday, otherwise he/she might have to compete for the attention of the audience. A date near the weekend or during a normal work week might make it easier for people to attend the event. The date should be set at least 2 months in advance.

The exhibitions themselves should be open at least for 2-3 days, and the organizing partner should foresee a presential session of 2-3 hours during which the project is being presented and the photographers are able to generate a discussion on the theme of the exhibition, for example by commenting on their pictures and explaining the image/message to be conveyed.

2.6.2.3 Find the venue

The ideal venue is a public space which can be made available for free. A local library, or municipality hall are good examples. In case those are not available, associations or other civil society organizations, which offer space, can be contacted. Possibly halls of hotels or other tourist establishments, or farms or other businesses might be useful as well. Please consider that you may need empty walls to hang the photos, otherwise you would need to buy/rent specific holders.

It is estimated that overall, 15-20 square metres would be needed to showcase the pictures. For the presentation no further facilities are needed. People could simply stand, and if the venue is a small one, no microphone would be needed neither.

2.6.2.4 Marketing

The event should be promoted at least one month in advance. A simple flyer can be designed (Consulta Europa can help you with that) indicating the date, venue and theme of the exhibition as well as instructions on how to participate in case of a contest. The organizer should also specify that the entrance is free and mention the project and the EU funding.

A flyer can be sent as attachment to an invitation e-mail to the network of contacts. Some flyers could also be printed and distributed in some reference buildings in the local areas: chambers of commerce, the municipality, the public library, etc. The local press should then be informed to prepare a small article and maybe include the flyer. Local radio should be informed as well.

Organizers should not forget to promote the event through social media of public and private organizations from the local area, posting relevant content about the event. Even a public event may be organized on social media.

2.6.2.5 Get photos

Since the budget available in RURALIZATION is limited, organizing partners might consider alternative ways of financing the photos for the exhibitions. Partners can, for instance, organize a contest for amateur photographers or simply for citizens from the rural area. The photo exhibitions could thus be the final step of a selection process which is partially organized online (e.g. through the Facebook or Instagram page of RURALIZATION) and would end up with the most voted photos showcased during the exhibitions.

The contest attain around 15-20 photos to be printed. Each piece should comply with the theme of the exhibition.

2.6.2.6 Set up space

The pictures should be printed with a professional printer. It is recommended for photographers to use a camera with at least 6 megapixels. Dimensions of printing could be either 18X24``s or 24x36``s. The space should be set accordingly to the theme and the photographs to be hung up to the walls. It is important, if possible, to set the lighting correctly to make sure each and every piece is well lit.

2.6.2.7 Offer refreshment

To make the atmosphere of the event more relaxing, light refreshments may be offered to the audience. It will set the tone of the event. Organizers can partner with local producers/sponsors, which will be publicized in the event's communication activities.

2.6.3 Street events

Street events are a good way to relate to neighbours and to create community spirit. This is the ideal event for case studies, in which organizing partners are engaged with the local community rather than a specific target.

The downside of this type of event is that partners must be especially attentive to the specific permits and regulations of each neighbourhood.

2.6.3.1 Start planning early

As opposed to other events that do not need to be authorized by local authorities, in this case partners should at least inform the local authorities (municipalities or local council) and check requirements with them (such as security issues, in case it is requested to have an insurance).

2.6.3.2 Define a theme/topic and choose the format

A topic or a theme needs to be defined. Organizers might also think of a dress code (participants dressed in white, green, or purple and green like RURALIZATION's visual identity). The format of the event will define the costs and level of complexity. Partners may prefer a community street event in which local community members can contribute. Examples of this type of event can be barbecues, picnics, potlucks, etc.

It can also be organized as a more structured event in the framework of which many activities take place, such as marathons, exhibitions of agricultural products, food festivals, flea markets, treasure hunts or live activities (small concerts or other types of performances). If one of these types of events is decided to be organized, organizing partners might need to collaborate with other local organizations. This will depend on the existing connection with the local community. In this case organizers should rather play as facilitators/connectors, who organize the logistics and get in touch with farmers to offer them the opportunity to organize a stand, with a local bands to play live music or local child service providers for the organization of activities for kids, etc.

In case of street events it is difficult to estimate the number of attendants. Depending on the marketing of the event, organizers might be surprised by the increase in attendees. This should be considered in case of any insurance contracts.

2.6.3.3 Find the venue

Any public open space would be an optimal solution. In case a specific permit or insurance is needed, a church or community hall might be considered.

2.6.3.4 Set the agenda

An event agenda will have to be prepared and shared with attendants. If the event is taking place at different locations (stands, streets or on a square, etc.), organizers should make sure to explicitly indicate the venue along with the schedule of the activities.

In addition to the street event activities, there should be a free slot to present RURALIZATION and the work that will be performed with the case study in the framework of the project. This presentation should not last more than 30 minutes and ideally be scheduled in the period of peak attendance. Usually the highest number of attendants occurs at noon (depending on the country in which the event takes place, this might vary from 11 am to 2 pm) or in the afternoon (depending on the country and the season).

2.6.3.5 Marketing

As for most types of events, street events also need to be promoted at least one month in advance. A small poster (Consulta Europa can help organizers with this) can be designed, indicating the date, venue, theme of the event and the agenda. Partners should not forget to specify that the entrance is free and to mention the project and EU funding. The poster can be hung in public spaces in rural areas, local shops, etc.

The local press should be informed to prepare a small article, including the flyer. The local radio station should be informed as well.

Organizers may want to promote the event through social media of public and private organizations from the local area, posting relevant content about the event. Even a public event may be organized on social media.

2.6.3.6 Set up the space

Setting up the space might be more demanding if rather big events with stands and live exhibitions are planned. Depending on the scheduled activities, organizers might need to think of lighting (e.g. in case the event is organized in the evening) and sound equipment. Usually live bands provide their own equipment.

In case a fair is planned, organizers will have to provide stands. Costs for those might be covered with the project budget or it might be considered to charge a small fee from the exhibitors.

2.6.3.7 Engage

Regarding the street event, a moderator introducing the activities of the event and animating it from time to time would be needed. This could be anybody from the organizing team or might be the same person who will present the RURALIZATION project and the case study. Contracting a professional for the purpose could also be a possibility.

2.6.4 Rural nights

Rural nights are very similar to street events, but take place in the late afternoon/evening. This timeframe makes this type of event more appealing, in particular for young adults. The idea of “Rural nights” has been drawn from the experience of similar events, called “Researchers’ night”, organized in the framework of an initiative of the European Commission³.

Depending on the country in which the night will be organized, the timeframe may vary. Organizers should consider daylight and temperature when setting the date and schedule of the “Rural night”.

As for street events, an authorization from the local authority might be needed.

As for the activities to be organized, the following examples based on the experience of Researchers’ nights might be helpful to get some ideas:

- Debates between farmers, young adults, policy makers, etc.

³ https://ec.europa.eu/research/mariecurieactions/actions/european-researchers-night_en

- Speed dating between new farmers, rural newcomers and the public. The idea is to present the experience of local “rural heroes”.
- Competitions (such as quizzes on farming or other agricultural/rural related topics, contests, etc.).
- Activities for kids and children.

2.6.5 Open-doors days (at farms)

An open-doors day is a popular event widely used to make projects/products known from within, in order to increase awareness of the chosen audience.

The following steps are to be considered when organizing an open-doors day:

2.6.5.1 Define the aim

Before starting to organize an open-doors day, partners should determine what their objectives are going to be. In the case of RURALIZATION, the objective of the open-doors days at farms is to make farms projects and their products known, while establishing synergies with and engage different stakeholders.

In this case organizers might get in touch with a certain number of farmers they aim to work with for the case studies and offer them to organize an open-doors day to help them promoting their activities and products.

Attendants of the open-doors day might be members of the local community, but also policy makers, in case organizers are working on a specific issue (sustainability of farming activities, innovation, support of handcraft, etc). Rural associations, NGOs or local farmers carrying out innovative practices in the area can also be contacted to present their projects and initiatives to the youth.

2.6.5.2 Set the date

Availability of the farmers and of the target audience should be considered. If inhabitants of the area are targeted, it should be considered to organize the open-doors day on a weekend. If policy makers are targeted, a working day should be considered.

2.6.5.3 Define what you are going to show

A roadmap defining which location(s) attendants will visit and how long each visit will last should be prepared. It is suggested to schedule not more than 5 visits per day that do not last longer than one and a half hours each. Including transportation time from one visit to the other, 1 hour 45 minutes per visit should be calculated.

Organizers should agree with each farmer/organization on what to show to attendants and support them in identifying appealing elements and make their presentation as smooth and comprehensible as possible. There should also be some time left at the end for questions from visitors. Last but not least, farmers may be asked to provide some tasting or some small/symbolic gifts for attendants.

The transportation time from one visit to the other might be used to present RURALIZATION aims and activities.

2.6.5.4 Marketing

Depending on the target audience the marketing activities should be differentiated. In case local communities and inhabitants in general are targeted, organizers can refer to marketing activities from Street Events. In case policy makers are targeted, a formal invitation explaining the aim of the initiative should be prepared. In this case it is also recommendable to have a short meeting with them at the end to highlight the main conclusions drawn from the visits.

2.6.5.5 Logistics

For this issue it is not needed to prepare a venue but rather manage registrations to the event and provide transportation for visitors. The flyer/brochure needs to provide information on how people can register. The number of participants per visit should not exceed more than 20-30 people, otherwise it will not be possible to stick to the schedule.

Thus the costs for a bus and of a catering service for a lunch break should be taken into account.

2.6.6 Farmers' market

The organization of a Farmers' market in the context of RURALIZATION has a similar aim to that of the "Open-Doors' Day", i.e. to engage farmers with the project and provide them concrete support for their activities.

A Farmers' market can be organized as a single event or in conjunction with a street event. Partners should consider organizing a Farmers' market in case this has not already been done in the target area. If a similar initiative is already in place, it is recommended that organizing partners make use of this possibility to organize another type of grassroots event in conjunction with the existing initiative.

In case it is the first time a Farmers' market is organized in the area, organizers should consider how to support the sustainability of this initiative and its replication afterwards by engaging some or all of the farmers in a way that they are able to learn how to organize a market on their own in the future.

2.6.6.1 Establish partnerships and identify farmers

This type of event requires building partnerships with the local authorities, local businesses, and other local organizations, with the aim of making it a solid and replicable initiative. Those organizations should be contacted along with local farmers to create a list of potential partners.

When contacting and selecting farmers, it should be taken into account to offer a mix of products/services able to attract many customers. On the other hand, organizers might need to convince farmers that spending a few hours a week at the market is worth their time.

2.6.6.2 Select a location/venue

The location could be an open or closed space, big enough to host stands of different farmers. Additionally, it should be:

- Easily accessible by customers (public transport, available parking).
- Weatherproof (especially during certain periods of the year).
- Facilitating socializing and potential other activities (for instance for children).

2.6.6.3 Marketing

Advertising the event to the public is essential, especially if it is a new initiative. Like for other grassroots events, organizers should strongly rely on local radio and newspaper as well as social media. In addition some posters can be designed and printed to be distributed at local public service providers, local shops, etc.

2.7 Expected results

The results expected from the organizing partners with the organization of at least 12 grassroots events are:

- One event organized in each of the partners countries with European youth representing the new rural generations.
- Dissemination of the events through the partners' institutional channels.
- Report of each event submitted and sent to Consulta Europa (CE) (see Reporting section).

2.8 Addressing COVID-19 limitations: Online events as alternative to physical events

In response to current limitations derived from the COVID-19 scenario, online events and activities as alternatives to physical grassroots events are proposed. This section provides an array of format proposals and supporting tools for the organization of grassroots events in an online format.

These proposals, shown from Table 3 to Table 12 below, might also be useful to integrate additional activities within physical grassroots events.

Table 3. Supporting tools for online photo exhibitions

Communication & Dissemination / Engagement objectives	Channels	URL
Showcase experience & promote visibility	Instagram	www.instagram.com
	YOUPIC	www.youpic.com
	Flickr	www.flickr.com
	Pinterest	www.pinterest.com
	Behance (by Adobe)	www.behance.net
	Vero Social	www.vero.co
	Steller Stories	www.steller.co

Table 4. Supporting tools for online videos

Communication & Dissemination / Engagement objectives	Channels	URL	Optional ideas/notes
Present project results & promote project visibility Enhance interaction/participation activities Exchange views	Youtube	www.youtube.com	<ul style="list-style-type: none"> - Videos could be used as a tool/part of an event - Creating a series of videos/events (e.g. video days/week) - Creating interaction through reacting on comments and live videos
	Vimeo	www.vimeo.com	
	DailyMotion	www.dailymotion.com	
	Facebook direct videos	www.facebook.com	
	Instagram direct	www.instagram.com	

Table 5. Supporting tools for online podcasts

Communication & Dissemination / Engagement objectives	Channels	URL	Costs	Optional ideas/notes
Inform on specific topics, on latest initiatives Present project results Promote visibility of the project Enhance interaction/ participation activities Exchange views	Youtube	www.youtube.com	free + no host needed	<ul style="list-style-type: none"> - Podcasts could be used as a tool/part of an event - Creating a series of podcasts/events (e.g. podcast days/week) - Creating interaction through reacting on comments and live podcasts
	Soundcloud	www.soundcloud.com	basic version free + no host needed Premium: 11€ p.m. (not necessary)	
	iTunes	www.apple.com/itunes	free / host needed	
	Spotify	www.spotify.com	free / host needed	
	Hosts			
	Podigee	www.podigee.com	15-29€ p.m. / 30 days free trial	
	Libsyn	www.libsyn.com	5-40\$ p.m.	
	Captivate	www.captivate.fm	19-99\$ p.m. / 7 days free trial	

Table 6. Supporting tools for online quiz events

Communication & Dissemination / Engagement objectives	Channels	URL	Costs	Participants
Communicate/transfer project results/insights Promote visibility of the project Encourage interaction	Kahoot	www.kahoot.com	10€/20€/40€ p.m. - 7 days free trial	20/50/2000
	Quizizz	www.quizizz.com	free	-
	Socrative	www.socrative.com	free / 99\$ p.a.	50/150
	Typeform	www.typeform.com	30€/70€	5000/10000 (responses p.m.)

Table 7. Supporting tools for creative competitions/social media challenges

Communication & Dissemination / Engagement objectives	Ideas/Notes
Showcase experiences Promote visibility of the project Encourage interaction Exchange views	<ul style="list-style-type: none"> - Participants create input referring to a given topic/task - Social media as platform / supportive social media wall/liveblog - Awarding the participants actions (e.g. best video, picture, story etc.) - Creating viral effects / using chain letters & hashtags - Creating own input to showcase experiences

Table 8. Supporting tools for digital & interactive paper chase

Communication & Dissemination / Engagement objectives	Channels	URL	Costs	Participants	Optional ideas/notes
Showcase experiences Promote visibility of the project Promote rural regions & regional projects Communicate project results & insights Encourage interaction	Actionbound	www.actionbound.com	300€/500€/800€/1250€ p.a.	50/100/200/500	<ul style="list-style-type: none"> - Cooperation with regional policy makers/associations/projects to introduce/promote a region
	Scavity	www.scavity.com	price available on request	up to 50000	<ul style="list-style-type: none"> - Can be done as <u>Geocatching-event</u> (mobility required) - Supportive social media wall/liveblog - Alternative: Without app through a video/photo challenge

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Table 9. Supporting tools for organizing a themed day

Communication & Dissemination / Engagement objectives	Ideas/Notes
<p>Inform on research results/showcase experiences</p> <p>Promote visibility of the project</p> <p>Exchange views and promote interaction/participation</p>	<ul style="list-style-type: none"> - Idea: Creating a corporate theme and start actions by combining different tools e.g. workshops, videos, challenges etc. - Using social media to promote the themed day - Social media wall/liveblog about the day - Using hashtags

Table 10. Supporting tools for online (short-)film/video festival

Communication & Dissemination / Engagement objectives	Channels	URL	Costs	Optional ideas/notes
<p>Inform on research results/showcase experiences</p> <p>Promote visibility of the project</p> <p>Exchange views and promote interaction/participation</p> <p>Receive feedback about the project</p>	FilmFreeway	www.filmfreeway.com	Free	<ul style="list-style-type: none"> - Choosing films to present a special topic of the project - Presenting own videos and providing input through introduction/moderation - Including discussion/feedback rounds - Social media wall/liveblog about the festival
	Festhome	www.festivals.festhome.com	Free	

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Table 11. Supporting tools for creative online workshops

Communication & Dissemination / Engagement objectives	Ideas/Notes
Showcase experiences Promote visibility of the project Promote rural regions & regional projects Exchange views and promote interaction/participation	<ul style="list-style-type: none"> - Offering cooking classes or DIY workshops to gain attention - Providing input through introduction/moderation - Promoting and exchanging specific know-how, products and projects of different rural regions - Posting direct videos or webinar-tools on Facebook - Social media wall/liveblog to promote the event

Table 12. Supporting tools for virtual open-doors day/fair

Communication & Dissemination / Engagement objectives	Channels	URL	Costs	Optional ideas/notes
Communicate/transfer project results/insights Showcase experiences Exchange views/get feedback on project activities/results Exchange best practices/lessons learned Foster networking and interaction	Social Media	Direct videos and interaction via Facebook and Instagram	Free	<ul style="list-style-type: none"> - Idea: Project partners + chosen stakeholders present their work/results/projects - Switching the perspective: online farmers market/fair - Social media wall/liveblog

2.9 Dissemination

Communication and disseminating the grassroots events are key to their success. Organizing partners should start the dissemination of their Grassroot event at least 4 weeks before the event.

The event should be disseminated using both online (organization's website, social media profiles, etc.) and more traditional channels (press releases, radio, TV...). For face-to-face events, it is highly recommended to print dissemination material (brochures, posters, flyers) before the event. If the event will be organized online, dissemination material may be sent online as well. For any matter on this, please refer to CE.

Once the date and venue have been defined, organizing partners are asked to send the details to CE, in order to be able to properly propagate it on the RURALIZATION dissemination channels and create an online event, where participants can register in case there is no platform or other possibility for that. Partners are entirely responsible for the content of the event's page (agenda, images, speakers, managing registrations, etc.).

Consulta Europa will contact European youth and rural networks and organizations to create synergies and enhance the impact of the events.

During the event

Each organizing partner is responsible for taking at least 3-4 pictures during the event (see paragraph 12 on Data Protection Regulation). They are asked to provide those in good quality and format.

It is also possible to broadcast the event live on the social media platforms, through the Twitter or Facebook account of RURALIZATION. Partners can also use their own accounts to disseminate the content using the hashtag #RURALIZATION_H2020.

After the event

Organizing partners might want to publish a small press release on the event organized and post it on their social media account(s). Consulta Europa will post all news on the social media of RURALIZATION.

2.10 Reporting and Data Protection Regulation

2.10.1 Reporting

Partners are asked to report on their event, completing the reporting template available at **Annex I**. The report should be submitted to CE within 15 days after the completion of the event.

2.10.2 Data Protection Regulation

For small events or events in close spaces, where partners can easily monitor the entrance of attendants, it can be considered to organize a “list of attendants” to record the number of participants and their affiliation. In this case a consent form would be needed, informing them how their data will be used. For grassroots events, this is considered relevant only for workshops.

Concerning photo exhibitions, partners might also have to create informed consent forms, in order to publish the work and names of photographers.

2.10.3 Photos

An important issue for all grassroots events is taking pictures. Partners are encouraged to take photos or videos at their events to produce evidence for publishing and reporting purposes. However, organizing partners should make sure the people they are photographing know they are being photographed and understand how the images will be used. People might have their own reasons for not wanting themselves or their children to be photographed, and it is important to respect their will.

Images in which people can be identified are defined as personal data, which is protected by data the protection regulation at EU level and by national legislation. These determine how organisations are obliged to treat people’s personal data, in order to respect their privacy. For more detailed information on data protection, please check Data Protection Regulation practices set by the project coordinator.

The most important thing to take into consideration regarding all kinds of personal data, including images, is that partners should only collect, store and use data that their group needs for a specific purpose. This means that photos should only be taken if partners know why they need them and how they will be used. The photos should be deleted once their purpose is fulfilled. They should not be stored indefinitely “just-in-case”.

Before taking any pictures or videos, partners should ensure the people are aware that they are being photographed, who is taking the pictures, what they will be used for, and who they

will be shared with. Partners should also tell people who they should contact, if they do not want to be photographed, or if they want their images deleted afterwards. Partners are advised to display clear signs at their events, which explicitly explain all of the above.

Below in Table 13 partners can find a template informing on the purpose of the photos to be taken. The template may be modified according to partners' needs.

Table 13. Template informing participants on the purpose of the photos to be taken

XXX (NAME OF THE PARTNER) will be taking photos at today's event (NAME OF THE EVENT). These images will be used by RURALIZATION consortium to share news about the event. Images may be used in press releases and/or published on the RURALIZATION webpage (www.ruralization.eu) and on RURALIZATION social media (Facebook, Twitter, Instagram). They will be stored securely until the end of the project, after which the photos will be deleted. If you would prefer for you not to be photographed, please contact XXX (NAME and PHONE NUMBER OF REFERENCE PERSON). If you would like to see your images, or would like us to delete them, please email the group on XXX (E-MAIL OF THE ORGANIZER) at any time.
--

It is also advised to print this information on a poster and display it at the event. Announcements are suggested to be made during the event, to invite people to read the poster. It is important that all of the participants are aware that photos are being taken.

In case the grassroot event is not a public event (for instance, workshops or events with prior registration), before taking any pictures or videos participants should give their expressed consent. A good moment to ask for participant's consent is at the time of registration. The organisers can enable an online form which includes, next to a button on which participants can tick to express their consent, a link to the privacy and data processing policy so that participants are informed of the use and treatment of their data.

2.10.4 Photos and videos of children

Before photographing or filming children (aged under 13), organizers should make sure that their parent/guardian is aware of why you are taking pictures, what they will be used for, and who to contact to ask for them to be deleted. Parents/guardians should have the opportunity to tell organizers if they do not want their children to be photographed.

In this case, since photos of children might be more sensitive than photos of adults, and because they would not contribute a concrete added value to the project, it would be advised to rather not take pictures of children.

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In case partners wish to avoid any data protection issues, they could consider blurring faces in the pictures. In this case they have to make sure, they only store “blurred” versions of the pictures.

3 Calendar of grassroots events

The following grassroots events will be organized from autumn 2020 to autumn 2021. During the bilateral talks that CE carried out in May 2020 with project partners, their availability and preference for a specific type of event and the indicative dates were discussed. Table 14 below shows the calendar with the indicative dates proposed. In a preliminary planning, many grassroots events were intended to be organized at Autumn 2020. As discussed in section 2.1, grassroots events aim to create an impact on local communities as they serve to engage and interact with the local community, encouraging a sense of cohesion within it. Therefore, face-to-face encounters are a strong characteristic of this type of events. The impossibility of organising the events physically due to covid-19 limitations pushed the consortium to postponing many of them to 2021, as it can be seen in the table below. In fact, the implications of these delays have even been positive for the project impact. The project activities will move forward as the project progresses and core project results that will be available in 2021 (D4.1, D4.2 and D4.3 due in January 2021; D5.2 due in June 2021; and D6.4, D6.5 due in July 2021) may be shared and disseminated at the grassroots events. Therefore, it would have even been more appropriate to have planned the organization of most of the grassroots events during 2021/2022 in order to achieve a higher impact of project results.

Table 14. Grassroots events' calendar

Project partner	Indicative dates	The grassroots event is organized in conjunction with other WPs activities	Connection with external events, in case	Type of event
CE	December 2020	Connection with WP4, WP5 and WP6		Photo exhibition
XCN	February - April 2021	WP4, 4.3., Regional Futures Workshops (the so-called National Conference)	Different possibilities depending on the final timing of 4.3 and COVID, but not a priority: Environmental Grassroots Organizations Congress (Catalonia), February 2021 Young	To open the discussion/workshops with local policy makers in the framework of Task 4.3 (which we are qualifying as a National Conference) to youth grassroots

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			Farmers' Meeting (Mollerussa), March 19th, 2021 Gargar Festival: http://www.gargarfestival.com/	organizations, so they can raise their voice upon the results that will be showed regarding surveys and future trend analysis.
Kulturland	November 2020		Organic young farmers' meeting 2020 www.oeko-junglandwirte-tagung.de	'Thematic table' presentation
Kulturland	November 2021	WP5, 5.3 confrontation	Organic young farmers' meeting 2021 www.oeko-junglandwirte-tagung.de	Workshop
De Landgenoten	November 2020	WP6 innovative land practices	It is intended to link the event to another project within DLg on farm succession.	Workshop where farmers that want to transfer their business to the next generation get to meet possible farm successors; besides facilitating this exchange, it will be checked whether there's a need for a matching platform (two of the innovative land practices the partner researched in WP6 are matching platforms/-services).
Shared Assets	June 2021	WP5.2 case studies	A Land Workers' Alliance summer gathering or attaching it to a potential residential event of people interested in land justice	To be determined
UWR	November 2020	WP5.2 case studies	Workshop on moving to the countryside organized at Farma Martynika	Workshop
NUIG	Autumn 2021	Potentially WP5 T5.3 confrontations or WP4 T4.3 regional futures workshops.	Potentially yes, such as in collaboration with Teagasc or NRN event.	Workshop
UNIDEB	Autumn 2021	WP6 T6.4, WP5	Link to local events	Workshop - Exhibition
UNICAL	Summer 2021	WP5 and WP6 T6.4		Workshop

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UTU	October 2020		Konekilleri agricultural exhibition, Jyväskylä, www.konekilleri.fi	Ruralization presentation, rural trends and dreams
EcoRur	Autumn 2021		Event with small-scale farmers in local village	Workshop & Exhibition
TdL	Summer 2021	WP5 T5.2 or WP6 T6.4	Event at seminar on collective installation in rural areas planned in July in Ardèche by RELIER and the CREFAD. Event description here: http://www.reseau-relier.org/Report-des-rencontres-tiers-lieux	Workshop & the possibility of including more interactive formats associated (exhibit, video screening or others)
TU Delft	Spring 2021		An election debate on the future of the countryside, organized in a rural village. The Dutch national elections are held on March 17, 2021.	Debate + town hall questioning

4 1st Grassroots event: Webinar on impact of COVID-19 on young people in EU rural and urban areas

At the early stage of the project formulation and as it is stated in detail in the RURALIZATION grant agreement, the grassroots events were planned to be organized as physical events, covering creative formats described in section 2.6 to awake the interest of the rural youth and promote their participation and interaction between young farmers and the rural community from other areas. The limitations derived from the COVID-19 pandemic have delayed the organization of the first events and led to finding an alternative to organize the first grassroots event virtually.

Thus, on 15th September 2020 the first grassroots event was organized: **‘Webinar – Impact of COVID-19 in EU rural and urban areas’** with a special focus on young people. This first webinar counted with the participation of EC representatives, EU networks like Rural Youth Europe and the European Youth Forum, and other H2020 projects such as RURITAGE and NEWBIE. At the same time, participants had the opportunity to hear directly from young people how COVID-19 impacted them and how they adapted and transformed their businesses and life to cope with the global health crisis.

The organization of this online event was easier than organizing an event following a face-to-face format in terms of time and costs; there would be no need to deal with catering services or with venue issues. In addition, the experience was also positive as a higher-than-expected number of participants were engaged (57 participants registered). This is an advantage of organizing online events as participants from wider geographic levels can be involved. Nevertheless, the downside is that the intended impact in terms of face-to-face interaction with the local community and encouraging that sense of cohesion within the community is not fully achieved. In this sense, regarding the organization of this specific type of event, as far as possible and whenever COVID-19 situation allows it, priority will be given to organizing the grassroots events in a face-to-face format.



Figure 1. Promotional display RURALIZATION Webinar 1



Figure 2. Promotional display RURALIZATION Webinar 2

4.1 Webinar's organization

The webinar was organized by the project partner Consulta Europa Projects and Innovation, responsible for the communication and dissemination of project activities, in collaboration with the members of the consortium. The organisation and planning of the event included the following elements: strategic planning, agenda development (incl. topics, speakers, etc.), invitation management and registrations as well as monitoring and evaluation. Interested participants were invited to attend the webinar by filling in a registration form, which was created through the online platform 'Mailchimp'. A total of 57 participants registered for the event.

The online event was conducted via the platform '[GoToMeeting](#)'.

4.2 Agenda and speakers

The webinar was held on September 15th 2020 within half a day from 10.30h to 13.30h Brussels' time. The agenda is displayed in Figure 3. Webinar agenda



WEBINAR - Impact of COVID-19 on young people in EU rural and urban areas

RURALIZATION H2020 project - The opening of rural areas to renew rural generations, jobs and farms

AGENDA

 Tuesday, September 15th 2020

 The link address to the event will be emailed after registration [here](#)

Meeting Time Zone: 10.30h (CEST Time)

10.30h – 10.45h Introduction of RURALIZATION project and its focus on new generations.

Willem Korthals Altes – RURALIZATION Project Coordinator

10.45h – 10.55h H2020 NEWBIE project presentation.

Andries Visser – NEWBIE Project Coordinator

10.55h – 11.05h H2020 RURITAGE project presentation.

Claudia DeLuca – RURITAGE Project Coordination team

11.05h – 11.20h Impact of COVID on young people in urban and rural areas:
presentations from youth organizations

Sebastian Lassnig – Chairman, Rural Youth Europe

Nikita Senanullah – Policy Officer Social & Economic Inclusion, European Youth Forum

11.20h – 12.20h Resilience stories: COVID-19 generated new opportunities?

RURALIZATION project network – Deirdre Divilly

RURITAGE project network – PIAM Onlus

NEWBIE project network – Kildinan Farm

12.20h – 13.00h Impact of COVID-19 on EU policies: Focus on youth and rural
development policies.

Alexis Rouby – DG Agri, European Commission

Michalis Moschovakos – Project Officer, DG Education, Youth, Sport and Culture

www.ruralization.eu

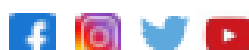


Figure 3. Webinar agenda

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The online event started with the presentation of the RURALIZATION project, held by the coordinator Willem Korthals Altes, from TU Delft. Next the floor was given to Andries Visser, from Wageningen Research, who presented the H2020 NEWBIE project. This first section of project presentations concluded with a contribution from Claudia de Luca, from the University of Bologna (UNIBO), who presented the H2020 project RURITAGE.

The second section was devoted to discussing the impact of COVID-19 in EU rural and urban areas, especially focusing on the impact of the pandemic on rural youth. Sebastian Lassnig and Nikita Sanaullah, from the EU youth organizations Rural Youth Europe and the European Youth Forum, contributed to the discussion in this section.

Resilience stories of young farmers were shared in the third part of the event. Speakers were invited from the RURALIZATION network and both the collaborating H2020 projects networks NEWBIE and RURITAGE. Participants were able to learn about the resilience experiences of Deirdre Divilly, PIAM Onlus and Kildinan Farm on how the COVID-19 impacted their lives and farms and how they adapted to cope with the crisis.

The webinar ended up with contributions from the EC representatives Alexia Rouby and Michelis Moschovakos, from DG Agri and DG Education, Youth, Sport and Culture, who presented the EU policy response on youth and rural development.

4.3 Event dissemination

The event started being disseminated three weeks in advance through the RURALIZATION networks and the networks of the project partners. It was also disseminated on the project website and the social networks Facebook, Twitter and Instagram.

The webinar was recorded and is available at the [Library section of the RURALIZATION website](#) and at the project Youtube channel [here](#).

4.4 Event evaluation

Despite the fact that the first grassroots event could not be held in a face-to-face format due to the COVID-19 crisis, the virtual event was successfully organized and showed the expected participation. A total of 57 people from 17 different countries registered, as shown in Figure 4. According to the figures, participants from Spain (21%), Ireland (16%), Italy (16%) and Belgium (11%) were the most represented. For future events, an emphasis could be placed on greater dissemination efforts to reach participants in other EU countries with lower incidence.

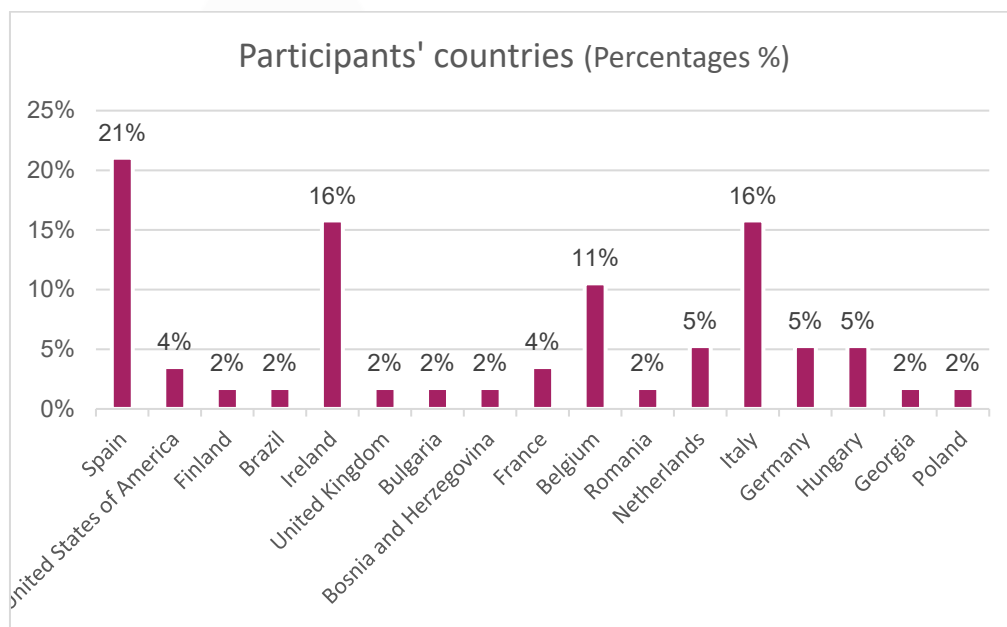


Figure 4. Participant countries to the webinar

Regarding the type of organisation, research bodies as well as NGOs and civil society were the most represented groups (29% and 24% respectively). The figure below displays a wide range of participating organizations. However, despite this diversity, future events should direct efforts at reaching other relevant actors on the ground, such as farmers or farmers' groups among others.



Figure 5. Types of organizations that participated in the webinar

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The webinar was an opportunity to bring together different types of relevant actors for the EU rural environment: On the one hand, some of the projects from the H2020 portfolio that are currently working for rural growth, as well as one of the main groups of EU rural stakeholders, which are also strongly targeted in RURALIZATION, the farmers and especially the young farmers who shared their stories of resilience. On the other hand, relevant European institutions such as those representing the rural youth sector, Rural Youth Europe and European Youth Forum, as well as representatives of the EC, who shared the current and upcoming EU policy response focused on rural development and the youth.

At the same time, as it is likely that the limitations and constraints of the global health crisis will not favour the organisation of face-to-face events in the coming months, this first virtual event served as a demonstration for the other partners responsible of organizing the next grassroots events. These partners might have to cope with the compromise of organizing the events virtually or possibly postponing them until the situation improves.

ANNEX I

Grassroots events Event report and monitoring

[Name of the partner]

Venue	
Date	
Type of event	
Number of people attending	
Number of women attendees	
Type of Stakeholders involved (categories)	
Total number of stakeholders involved	
Total number of young adults involved	

Agenda of the event

[Please include here the agenda of the event].

Pictures of the event

[Please include here a couple of nice pictures of the event].

Event assessment

Overall how would you rate the success of this specific event?

- ☐ highly successful
- ☐ fairly successful
- ☐ not too successful
- ☐ not successful at all

Please describe the event briefly, including:

- Type and structure of the event organized.
- Facilitation techniques used, if applicable (e.g. brainstorming, roleplaying, storytelling, etc.)
- Main experiences, viewpoints and suggestions of stakeholders on the RURALIZATION objectives, activities and results achieved so far.
- Main specific needs and constraints identified by stakeholders for generational renewal and access to land.
- Best practices / examples proposed directly by stakeholders, if any.
- Specific relevant comments made by the stakeholders involved.

Max. one page

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Please briefly describe the main successes and difficulties related to this specific event, if any. Please provide suggestions for similar or future events (including improvement proposals you would like to apply in the next events).

Max. half page